



## Retailer Engagement

**Organization Name:** MARICO

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**Problem Statement:**

How to engage retailer with our products, increase sales & retailer loyalty. How can we measure the Retailer satisfaction?

**Use Case:**

How to directly engage retailers with company since retailers are directly buying from DSR's (Distributors Sales Representative) and wholesalers. We want to engage Retailers with our company so that they are excited about our schemes, trying out our new products. How to gamify retailer experience so that he/she is willingly to buy more.